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Razorback Athletics Annual Report

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2014

## Razorback Athletics Annual Report, 2013-2014

University of Arkansas, Fayetteville. Dept. of Intercollegiate Athletics

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HIT THAT LINE! HIT THAT LINE!  
KEEP ON GOING, TAKE THAT  
BALL RIGHT DOWN THE FIELD!  
GIVE A CHEER. RAH! RAH! NEVER  
FEAR. RAH! RAH! ARKANSAS WILL  
**NEVER YIELD!**



**2013|2014** ARKANSAS RAZORBACKS  
ATHLETICS ANNUAL REPORT

### IN TODAY'S WORLD OF SOCIAL MEDIA, COMMUNICATION IS OFTEN LIMITED TO A SMALL

number of words, or in the case of Twitter, 140 characters. Brevity is required. But sometimes those constraints can be difficult when trying to convey a message as significant as the University of Arkansas' remarkable academic and athletics trajectory.

After all, the University is a rapidly growing institution with almost 26,000 students representing all 50 states and 120 countries. The state's foremost partner and resource for education and economic development is making a positive impact in every county in Arkansas, throughout the nation and around the world. The department of intercollegiate athletics reflects this diversity and success, featuring more than 460 student-athletes competing in 19 sports in the nation's most competitive conference.

So in the abbreviated world of text messages and hashtags, what is the best way to describe the University of Arkansas' commitment to becoming one of the nation's top 50 institutions or the Razorbacks' goal of winning Southeastern Conference and national championships? It turns out the answer was right there all along – in our fight song.

When William Edwin Douglass, a 1913 graduate, wrote the words "Arkansas Will Never Yield," it was seemingly a simple phrase. Yet in only two words, Douglass captured the indomitable spirit that helps guide Razorback Athletics' continued success in the classroom, throughout the state, and on the fields of athletic competition.

As we fulfill our mission to develop student-athletes to their fullest potential through intercollegiate athletics, we know that nothing better prepares these young men and women for life after their Razorback careers than a quality education and a college degree. Last spring, for the ninth consecutive semester, student-athletes posted an average GPA of more than 3.0, earning a program best of 3.18.

While we are extremely proud of our academic achievements and the more than 260 student-athletes who made the honor roll, those are simply measuring sticks on the way to the ultimate goal of graduation. In 2013-14, a total of 112 current or former Razorbacks earned their college degree from the University of Arkansas, an 81 percent increase from the 62 graduates only seven years ago.

Razorback student-athletes are also giving back to the Arkansans they represent by volunteering more than 6,200 hours in various outreach programs, including assisting those affected by the deadly tornadoes that ravaged parts of our state this past spring.

When the Razorbacks take the field, our signature mantra is on display for those around the nation to see. Whether it is a Razorback sweep of the SEC Cross Country Championships or soccer's historic run to the NCAA Round of 16, Arkansas consistently ranks among the most successful athletics programs in the country.



Faculty Athletics Committee Chairman Dr. Curt Rom (left to right), Chancellor Dave Gearhart, football student-athlete Kody Walker, women's basketball student-athlete Joey Bailey, Associate Athletic Director Eric Wood, Vice Chancellor and Director of Athletics Jeff Long and longtime Razorback Athletics benefactor Marilyn Bogle officially break ground on the new Student-Athlete Success Center.

"Never Yield" also describes the commitment to future success with the construction of critical new facilities like the Student-Athlete Success Center, the Fowler Family Baseball and Track Training Center and the Basketball Performance Center. It also applies to Razorback Foundation members who support that commitment and continue to invest in the lives of Razorback student-athletes.

It is unlikely William Edwin Douglass had any idea his words, "Never Yield," would still resonate with his beloved university more than a century later. The short phrase remains a rallying cry and has taken the Razorback program a long way. But "Never Yield" continues to inspire Razorbacks everywhere and has the potential to take the University of Arkansas even further! Go Hogs!

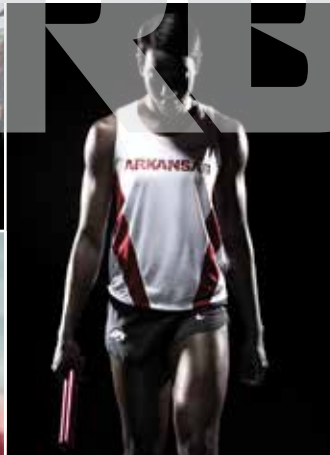
G. David Gearhart  
Chancellor

Jeff Long  
Vice Chancellor &  
Director of Athletics

## RAZORBACK ATHLETICS MISSION

To assist in the development of student-athletes to their fullest potential through intercollegiate athletics





**FOR MORE THAN A CENTURY**, the Arkansas Razorbacks have been defined by their unwavering determination for success. Never Yield originates from a signature line in the University of Arkansas' fight song and captures the spirit and passion of Razorback student-athletes, coaches and fans.

While it has always been a battle cry specific to the University of Arkansas, Never Yield serves as a program wide motto to help raise the national profile of Razorback Athletics while bringing fans together in their support for the more than 460 student-athletes representing the University of Arkansas.

On the field, in the classroom and in the community, Razorback student-athletes are exemplifying the Never Yield mantra as they travel the path to graduation while proudly representing our institution, our state and Razorbacks around the world!





# GRADUATION AND ACADEMIC ACHIEVEMENT

## FULLY ENGAGED BY A COMPREHENSIVE ACADEMIC SUPPORT PROGRAM

coordinated by the Office of Student-Athlete Success (OSAS), more than 460 University of Arkansas student-athletes are doing truly extraordinary things in the classroom on the way to graduation. The multi-faceted program is designed to equip Razorback student-athletes with the skills necessary to be successful in a competitive academic environment and in life.

The results have been astounding. The program's Graduation Success Rate has risen to a school record 74 percent. **In 2013-14, a total of 112 current or former Razorback student-athletes earned their college diploma, an 81 percent increase from six years ago.**

In the 2014 spring semester, Razorback student-athletes not only recorded an average cumulative GPA of 3.0 or more for the ninth-consecutive semester, but set a new record with a 3.18 cumulative GPA for the 2013-14 academic year. A total of 14 Razorback teams posted a squad GPA exceeding 3.0 in the fall semester while 12 teams achieved the mark in the spring.

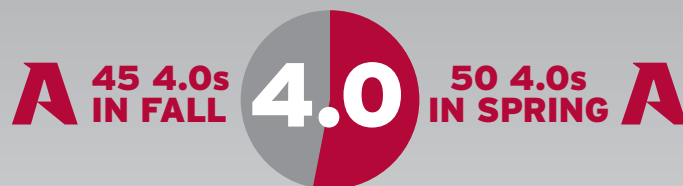
For the second-consecutive year, Arkansas saw all 19 sport programs exceed the NCAA's Academic Progress Rate (APR) benchmark of 930, including 16 programs that bested the score by 10 points or more. The program's average APR topped 970 for the third-straight year.

While the past six years have fostered remarkable success, Razorback Athletics continues to enhance its commitment to providing student-athletes with some of the nation's top academic and personal growth resources. In 2014, OSAS partnered with the Enhanced Learning Center on campus to gain Level 1 certification from the College Reading and Learning Association (CRLA) for its tutor program. The certification demonstrates Arkansas' program is one of high quality that adheres to external standards in the tutoring field and marks the first step to being fully certified by the National Association of Athletic Academic Advisors (N4A).

Arkansas became only the second Southeastern Conference institution to earn Level 1 certification. In the past year, 83 tutors in the OSAS program were certified and helped accommodate 16,424 tutor appointments for Razorback student-athletes.

## ARKANSAS ACADEMICS

13-14 ACADEMIC YEAR: **112** GRADUATES



13-14 AVERAGE CUM. GPA

**3.18**  
FALL 3.17 SPRING 3.19



**261** STUDENT-ATHLETES FALL SEMESTER **3.0** GRADE POINT AVG **252** STUDENT-ATHLETES SPRING SEMESTER

TEAMS WITH 3.0 GPA OR GREATER BY SEMESTER

**14** ABOVE 3.0 GPA FALL **12** ABOVE 3.0 GPA SPRING

**3.0+ GPA 3.0+ GPA 3.0+ GPA 3.0+ GPA 3.0+ GPA 3.0+ GPA 3.0+ GPA 3.0+ GPA**  
**9 CONSECUTIVE SEMESTERS WITH GPA 3.0 OR HIGHER**

### UNIVERSITY OF ARKANSAS STUDENT-ATHLETE GRADUATES

**62** **07-08** **81% INCREASE** **13-14** **112**





# RAZORBACKS



A total of six Razorback men's basketball student-athletes participated in spring commencement. Fred Gulley III, Rickey Scott, Kikko Haydar, Coty Clarke, Mardracus Wade and Alandise Harris all earned their degrees from the University of Arkansas.



Many of the 261 Razorback student-athletes who earned a place on the honor roll (3.0 or better) in the fall semester, lead a Hog Call after being recognized at halftime of the men's basketball game against Kentucky in January. In addition to university honors, a total of 156 Razorbacks were named to SEC fall, winter or spring Honor Rolls with another 49 being selected to the SEC First Year Academic Honor Roll.



Chemistry professor Dr. Nan Zheng and his wife Bo joined Nathanael Franks (men's track and field) at the Red Tie Dinner. Franks was one of an SEC-leading nine Arkansas selections for the DI-A Faculty Athletics Representatives Academic Excellence Award last October along with Dylan Breeding (football), Katelin Cherry (women's track and field), Joseph Doramus (men's golf), Kasey Heckelman (volleyball), Hope McLemore (softball), Courtney O'Grady (swimming), Haley Smith (swimming) and Vicki Vela (women's golf).



The Razorback volleyball team joined the men's golf and women's golf teams in being honored by the NCAA with public recognition awards for ranking among the top 10 percent of teams academically in their respective sports. With the three awards, the University of Arkansas has now earned eight public recognition awards in the past two years.



Men's track and field student-athlete Andrew Pisechko was honored with the Elite 89 Award at the 2014 NCAA Indoor Track and Field Championships. Pisechko is the first student-athlete in University of Arkansas history to win the award presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's 89 championships.



# STUDENT-ATHLETE PERSONAL GROWTH AND DEVELOPMENT

**WHETHER IT IS A RAZORBACK LEADERSHIP ACADEMY** seminar, the Finishing Touch Career Development Series or the countless service learning opportunities to give back to others, the mission of the Office of Student-Athlete Success (OSAS) is to empower individuals through holistic programming to grow as students, athletes and leaders by fostering an environment of integrity, diversity and achievement.

In 2013-14, the Razorback Leadership Academy expanded its offering to student-athletes, adding Dr. Tim Elmore and his Leadership Habitudes to a program that already included renowned leadership facilitator Jeff Janssen. The Academy and its trend-setting approaches to teaching the principles of leadership, including a new mobile app, were featured in the NCAA's magazine *Champions*.

Other new additions to the Student-Athlete Development program included the introduction of peer groups designed for specific student-athletes. "ST3: Stand Strong, Stand Together," was created to provide female student-athletes with a safe space to talk about issues facing young women including body image, self-esteem, confidence and healthy relationships. International specific programming was also created to assist in the transition of more than 45 international student-athletes from 26 different countries.

Student-athletes were busy once again in the community through programs like Book Hogs, Sweat Haws, Lift Up America and Habitat for Humanity. A total of 391 of the more than 460 Razorback student-athletes participated in community outreach logging 6,532 cumulative hours for 117 organizations. The service hours resulted in an estimated economic impact of \$144,629 to the state of Arkansas.

In 2013-14, the Student-Athlete Advisory Committee (SAAC) was active on behalf of the more than 460 student-athletes at the University of Arkansas. In addition to organizing, planning and coordinating the third annual Hogspy Awards, SAAC hosted the inaugural "Rock Out with the Razorbacks," a student-athlete variety show and continued to bridge the gap between the campus community at large by collaborating with Greek Life, Associated Student Government and the Office of International Students and Scholars.



In 2013, the University of Arkansas partnered with SVI to create a Razorback Leadership mobile app to engage student-athletes in leadership material by reinforcing and expanding information covered during monthly Razorback Leadership Academy workshops. The app is a customized, easy-to-use web-based mobile application with leadership concepts, ideas, strategies and tips.



Football student-athlete Tevin Benum lifts a young Razorback fan into the air to give him a better view of Fan Day at Bud Walton Arena. Various outreach events held during the year allow student-athletes to give back to the state of Arkansas and Razorback fans throughout the region.



# RAZORBACKS



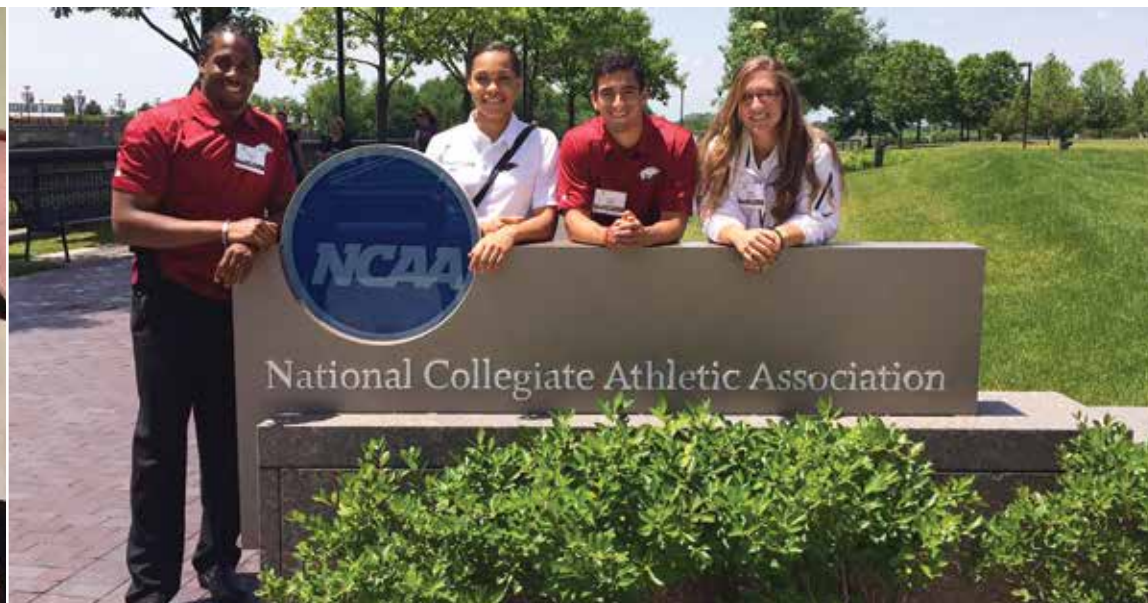
Razorback student-athletes, coaches and administrators traveled to Central Arkansas to assist in the relief efforts for those Arkansans impacted by tornadoes in Mayflower, Vilonia and surrounding communities. As part of the Razorback Relief efforts, the contingent volunteered at a regional distribution center to assist in the organization and distribution of food to the thousands of Arkansans who lost their homes in the storms.



Helping bring the gift of food to the area's less fortunate, the University of Arkansas Athletic Department, Tyson Foods, Inc., and Lift Up America teamed up for the seventh straight year to distribute more than 30,000 pounds of protein to the Northwest Arkansas Food Bank and its partner agencies.



ST3: Stand Strong, Stand Together was added to the Student-Athlete Development program in 2013-14. The specifically designed program for women allowed Razorback student-athletes the opportunity to discuss a variety of life issues and topics in a supportive environment.



Daunte Carr, Jhasmin Bowen, John Henson and Megan Pearson represented the University of Arkansas at the 2014 NCAA Career in Sports Forum this past June in Indianapolis.



# CHAMPIONSHIPS AND ATHLETICS SUCCESS

**THE UNIVERSITY OF ARKANSAS WAS BUSY ADDING** to its rich championship legacy during the 2013-14 athletic year. In all, Arkansas captured four SEC team championships while Razorback student-athletes earned five NCAA individual titles and 15 SEC individual crowns.

Arkansas finished No. 28 in the Learfield Sports Directors' Cup, earning a top 30 national finish for the sixth time in the past seven years. The Razorbacks finished fourth among programs with 19 or fewer sports and eighth among programs with 20 or fewer sports. A total of 14 Razorback programs advanced as a team or forwarded individuals to post-season competition in 2013-14. Arkansas recorded four top-10 NCAA finishes including men's indoor track and field (2nd), women's indoor track and field (6th), women's outdoor track and field (9th) and men's outdoor track and field (t-9th).

The year started with a sweep of the SEC Cross Country Championships, as both the Razorback men's and women's squads took home team titles in Gainesville, Fla. Arkansas' dominance wasn't merely limited to the team competition as both the men and women swept the top three individual places as well. In fact, no other SEC school, on either the men's or women's side, had one competitor take the awards stand at the championship meet.

Coach Chris Bucknam led the men's squad to its third consecutive SEC indoor track and field title and its ninth consecutive title in cross country, indoor and outdoor track and field combined at the SEC Indoor Track and Field Championships in College Station, Texas. Coach Lance Harter and the women's track and field team bookended its season with conference crowns, first with cross country and then by capturing the SEC Outdoor Track and Field Championship in Lexington, Ky.

While Arkansas' track and field programs spent 2013-14 adding to their championship history, Coach Colby Hale and the women's soccer team were penning the opening

chapters of what could be another Razorback success story. For the first time in school history, Arkansas earned a bid to the NCAA Soccer Tournament, but that was just the beginning. The Razorbacks won their opening match against Oklahoma State and then defeated St. John's before falling to Duke in a penalty kick shootout in the NCAA Round of 16.

While Razorback teams made some great NCAA runs, it will be an individual journey that is remembered most in 2013-14. Senior gymnast Katherine Grable, the 2014 SEC Gymnast of the Year, capped an extraordinary career with two NCAA individual event championships in the vault and the floor exercise, becoming the first Razorback to win an NCAA individual gymnastics title. Grable also finished as the national runner-up in the all-around competition.

## OTHER HIGHLIGHTS:

- **Baseball** – 13th consecutive trip to the NCAA Tournament, a feat matched by only six other programs in the nation
- **Women's golf** – 12th consecutive NCAA Regional appearance
- **Gymnastics** – 11th straight NCAA Regional appearance; hosted 2014 NCAA Regional at Barnhill Arena
- **Men's golf** – seventh straight NCAA Regional; fourth NCAA Championship appearance in six years
- **Volleyball** – second consecutive NCAA Tournament appearance, first back-to-back NCAA appearances since 2005-06



## BRINGING HOME THE HARDWARE

### NCAA CHAMPIONSHIPS (5)

#### Stephanie Brown

- Women's Indoor Distance Medley\*

#### Katherine Grable

- Vault
- Floor Exercise

#### Grace Heymsfield

- Women's Indoor Distance Medley\*

#### Jarrion Lawson

- Men's Indoor Long Jump

#### Omar McLeod

- Men's Indoor 60-Meter Hurdles

#### Dominique Scott

- Women's Indoor Distance Medley\*

#### Chrishuna Williams

- Women's Indoor Distance Medley\*

\*Relay Team

### SEC CHAMPIONSHIPS (19)

#### Team (4)

- Men's Cross Country
- Women's Cross Country
- Men's Indoor Track and Field
- Women's Outdoor Track and Field

### Individual (15)

#### Stephanie Brown

- Women's Indoor 800 Meters

#### Kemoy Campbell

- Men's Cross Country

#### Solomon Haile

- Men's Indoor 5,000 Meters

#### Grace Heymsfield

- Women's Indoor Mile
- Women's Outdoor Steeplechase

#### Raymond Higgs

- Men's Indoor Long Jump
- Men's Outdoor Long Jump

#### Stanley Kebenei

- Men's Outdoor Steeplechase
- Men's Outdoor 5,000 Meters

#### Anthony May

- Men's Indoor High Jump

#### Sandi Morris

- Women's Pole Vault

#### Diane Robison

- Women's Outdoor 5,000 Meters

#### Dominique Scott

- Women's Cross Country
- Women's Indoor 5,000 Meters
- Women's Outdoor 10,000 Meters

# RAZORBACKS



Arkansas swept both team titles and turned in 1-2-3 individual finishes in both the men's and women's races at the 2013 SEC Cross Country Championships in Gainesville, Fla. Both programs captured two of the three possible SEC championships in 2013-14 (men – cross country and indoor, women – cross country and outdoor).



Senior Katherine Grable earned three NCAA individual trophies in her final meet as a Razorback including national championships in the vault and floor exercise and a national runner-up finish in the all-around competition. Grable is the first Razorback gymnast to win an NCAA title.



Razorback Soccer earned a record of 15-8-1 in 2013 including qualifying for its first ever NCAA Soccer Tournament. Arkansas advanced to the Round of 16 with wins over Oklahoma State (2-1) and St. John's (1-0) before falling short on penalty kicks to regional host Duke (2-2 PK) on the Blue Devils' home field.



Michael Qualls provided one of the most memorable finishes in school history when he slam dunked home a long rebound with 0.2 seconds left in overtime to give Arkansas a thrilling 87-85 win over the nationally-ranked Kentucky Wildcats at Bud Walton Arena. The Razorbacks completed the sweep of the eventual national championship runner-up Wildcats with a 71-67 win at Rupp Arena later in the season.



Razorback junior Jarrion Lawson won the NCAA long jump at the 2014 NCAA Indoor Track and Field Championships. His jump of 27' 6.5" ranked No. 4 all-time in NCAA history and No. 7 all-time in U.S. History. His winning jump beat all of his competitors by more than a foot and narrowly missed the NCAA championship meet record held by track and field legend Carl Lewis.



# EVENTS AND ECONOMIC IMPACT

## THE UNIVERSITY OF ARKANSAS CAMPUS WAS ONCE AGAIN

a center of athletic competition in 2013-14, as the Razorbacks hosted more than 200 competitions and special events. More than one million fans attended Razorback events throughout the year generating significant economic benefits for Northwest and Central Arkansas.

The Razorbacks were cheered on by fans from all corners of the state, including on their trips to Central Arkansas for competition in football, men's basketball, softball, baseball and soccer. Razorback fans responded by helping fill up venues enabling Arkansas to rank among the nation's attendance leaders.

Arkansas was one of only two institutions in the nation to rank in the top 30 average attendance in football (61,596), men's basketball (14,023) and baseball (8,234). The Razorbacks also ranked in the top 30 in attendance for gymnastics (3,235).

The Razorbacks added to their championship hosting résumé with an NCAA Gymnastics Regional at Barnhill Arena and the NCAA West Outdoor Track and Field

Preliminary at John McDonnell Field. Arkansas has hosted 28 championship events in the past six years.

Razorback Athletics hosted dozens of special events as well including the Red Tie Dinner and Auction, the Hogspy Awards as well as groundbreaking, beam signing and dedication events for the Fred W. Smith Football Center, Fowler Family Baseball and Track Training Center, Basketball Performance Center and Student-Athlete Success Center.

To celebrate the 20th anniversary of its 1994 NCAA Men's Basketball Championship, Arkansas invited members of all six of its Final Four teams back to Bud Walton Arena. President Bill Clinton, Coach Nolan Richardson and Coach Eddie Sutton were all on hand for the special recognition ceremony held at halftime of a men's basketball game in February.

Bud Walton Arena was also home to an important day in the history of Razorback women's basketball. Last March, an enthusiastic crowd gathered on the court to welcome former Razorback and ESPN analyst Jimmy Dykes back as the eighth University of Arkansas head women's basketball coach.



President Bill Clinton joined more than 30 former Razorback coaches and student-athletes at a Razorback Basketball Final Four Reunion held in February. The celebration recognized the Razorbacks' six Final Four teams including the National Championship season of 1994. As part of the halftime ceremony, Clinton, the 42nd President of the United States, was presented a framed No. 42 Razorback jersey in honor of his longtime support of Razorback Basketball.

## RAZORBACK ECONOMIC IMPACT

In addition to bringing world-class competition to campus, Razorback Athletics continues to serve as an economic catalyst for the state and region. A recent independent economic impact study conducted by the Center for Business and Economic Research at the University of Arkansas, estimated that Razorback Athletics generates an annual economic impact of **\$153.6 million**. The study showed that with planned construction, visitor and annual direct economic impact, Razorback Athletics will have a **total economic impact of \$1 billion over a five-year span**.



Since joining the Southeastern Conference, the University of Arkansas campus has hosted 79 SEC, regional and national competitions bringing substantial visitor spending to Northwest Arkansas. In 2013-14, Arkansas welcomed competitors, coaches, officials and fans from around the nation for an NCAA Gymnastics Regional at Barnhill Arena and the NCAA West Outdoor Track and Field Preliminary at John McDonnell Field.





# RAZORBACKS



The 2013 season marked the 75th anniversary of Donald W. Reynolds Razorback Stadium. Fans voted on the top moments from the stadium's history and those moments were revealed throughout the season.



Razorback fans gathered at Bud Walton Arena on March 30 to welcome back Jimmy Dykes as the University of Arkansas' Head Women's Basketball Coach. Dykes is a former Razorback men's basketball student-athlete and coach who most recently served as one of ESPN's top college basketball television analysts.



Jessica "Reggie" Harrison accepts the Comeback Student-Athlete of the Year Award at the 2014 Hogspy Awards. The third annual awards show was held at the Walton Arts Center and hosted by ESPN's Brad Nessler.



Razorback fan Canaan Sandy was one of three inductees into the ESPN Fan Hall of Fame in May at ESPN headquarters in Bristol, Conn. Sandy also turned in one of the year's most heart-warming moments when he ran 50 yards for a touchdown escorted by Razorbacks on both sides of the ball in Arkansas' Red-White Spring Football Game.



# FRED W. SMITH FOOTBALL CENTER

## THE \$40 MILLION FRED W. SMITH FOOTBALL CENTER

opened in August 2013 providing Razorback Football with a spectacular new home. In 2010, the Donald W. Reynolds Foundation stepped forward with a \$10 million challenge grant to set the first major project in the Razorback Athletics Facilities Master Plan in motion. The challenge was met in August 2011, paving the way for construction of the Fred W. Smith Football Center.

At the forefront of that grant was the chairman of the Donald W. Reynolds Foundation, Fred W. Smith. Born in Arkoma, Oklahoma, Mr. Smith had an extensive career in advertising and media before being named Chairman of the Donald W. Reynolds Foundation in Las Vegas. On Sept. 13, 2013, the Fred W. Smith Football Center was officially dedicated in front of a capacity crowd the night before an Arkansas football game.

- Located just south of Donald W. Reynolds Razorback Stadium, the 80,000 square-foot Home of Razorback Football opened in August 2013
- The Fred W. Smith Football Center became only the third building on the University of Arkansas campus to gain LEED Silver (Leadership in Energy and Environmental Design) certification. The certification is a result of decisions made throughout the design process to demonstrate leadership, innovation, environmental stewardship, social responsibility and a focus on reducing operating costs
- Features a spacious locker room, team meeting rooms, training room, equipment room, a student-athlete lounge and study area, coaches' offices, a recruiting reception area and football displays celebrating the tradition of Razorback Football
- As part of the football center project, two new practice fields and a parking deck were completed south of the Walker Family Training Center providing the football team with spectacular new practice venues and university faculty and students with approximately 225 covered parking spaces

**Design Team:** Populous (Kansas City, Mo.) and Polk Stanley Wilcox (Fayetteville/Little Rock)

**General Contractor:** Flintco, LLC (Springdale/Tulsa, Okla.)



The \$40 million Fred W. Smith Football Center is located south of Donald W. Reynolds Razorback Stadium. Smith worked for Mr. Reynolds at the Donrey Media Group and now serves as Chairman of the Donald W. Reynolds Foundation.



Athletic Director Jeff Long, University of Arkansas student and Mr. Smith's granddaughter Katie Magness and Chancellor Dave Gearhart look on as Fred W. Smith cuts the ribbon to officially dedicate the facility bearing his name on Sept. 13, 2013.



The lobby provides a breathtaking entry into the Fred W. Smith Football Center.



Last November, Razorback Foundation members and fans had an opportunity to tour the Fred W. Smith Football Center, including the Razorbacks' locker room, during an open house event.



A variety of spacious meeting rooms can accommodate specific position groups, offense, defense and special teams' personnel and even the entire Razorback Football team.



# FOWLER FAMILY BASEBALL AND TRACK TRAINING CENTER

**THREE OF THE RAZORBACKS'** most successful sport programs will soon have an indoor venue that eclipses all of its national competitors. The facility is near completion and will give a tremendous boost to the nationally ranked Razorback baseball and men's and women's track and field programs.

The Wallace and Jama Fowler Family made a \$2.5 million gift to help fund the University of Arkansas' new Baseball and Track Training Center. The Fowlers are longtime benefactors of the University of Arkansas and have served the institution both through service and philanthropic efforts. In July, the University of Arkansas Board of Trustees adopted a resolution to formally name the facility in honor of the Fowler family.

The Fowler Family Baseball and Track Training Center will be the first completed project in the Never Yield fundraising campaign. The Fowler Family's gift marked substantial progress toward meeting the fundraising goal for the project. Additional gifts are still being sought to meet the fundraising goal for the facility being funded by a combination of capital gifts, athletic revenues and proceeds from a bond issue. The total project cost was \$9.1 million.

- Located on the north side of the Randal Tyson Track Center adjacent to Baum Stadium
- 52,000 square feet of climate-controlled practice space
- Features a full size baseball practice infield, throwing area, batting and pitching cages and ancillary team spaces
- Will serve as the warmup area for track meets and allow all indoor track and field meet throwing events to be held on site
- The Fowler Family Baseball and Track Training Center will serve more than 150 student-athletes annually including members of the Razorback baseball and men's and women's track and field teams

**Design Team:** Witsell Evans Rasco (Little Rock) and HKS (Dallas, Texas)  
**General Contractor:** Kinco Constructors, Inc. (Little Rock/Springdale)



The Fowler Family Baseball and Track Training Center includes more than 52,000 square feet of space and features a variety of practice and competition areas for both sports.



A regulation baseball infield, including a full-size pitching mound, will allow the Razorback Baseball team to utilize the facility every day, including when inclement weather forces them inside.



With a new spacious throws area, Arkansas will now be able to host all events on site for the SEC and NCAA Indoor Track and Field Championships. Previously some events were forced to be held at the Walker Pavilion.



The entrance lobby for both the Randal Tyson Center and the Fowler Family Baseball and Track Training Center includes a trophy hall which will display some of the numerous trophies won by the Razorback Baseball and Track and Field programs.



The main entrance of the Fowler Family Baseball and Track Training Center is located on the west side of the facility and directly across from the third base concourse of Baum Stadium.



# BASKETBALL PERFORMANCE CENTER

## WHEN COMPLETED, THE BASKETBALL PERFORMANCE CENTER

will provide the University of Arkansas a premier facility dedicated to the development of men's and women's basketball student-athletes on and off the court. The facility will bolster the Razorback men's and women's basketball programs which previously competed in the Southeastern Conference as the only school without an independent basketball practice facility.

The Basketball Performance Center will give both basketball programs the ability to hold practices and other team-related activities at any time of the day independent of other scheduled events at Bud Walton Arena. It will also provide tremendous flexibility in accommodating the academic schedules of Razorback student-athletes, further assisting them on their track to graduation.

Ground was broken on the new \$25 million Home of Razorback Basketball on Dec. 7, 2013. The Basketball Performance Center is scheduled to officially open its doors in the summer of 2015.

- The 66,000 square foot facility will be located South of Leroy Pond Road, between Bogle Park and the Gardens, across from Bud Walton Arena
- The Basketball Performance Center will feature two full-court gymnasiums, locker rooms for both teams, student-athlete lounge and study areas, coaches offices, meeting rooms, along with dedicated areas for strength and conditioning, sports medicine and team equipment
- The Performance Center's shared training room will be approximately 3,000 square feet and contain three pools, including a large treadmill treatment pool, hot and cold pools and a dual extremity pool
- The shared weight room will be approximately 4,030 square feet including a dedicated plyometric training area

**Design Team:** MAHG Architecture (Fort Smith) and Populous (Kansas City, Mo.)

**General Contractor:** CDI Constructors (Fayetteville/Little Rock)



When completed in Summer 2015, the Basketball Performance Center will house all operational components for the men's and women's basketball teams.



The largest components of the facility are the two identical practice gyms which are approximately 12,280 square feet each. Each gym will have six wall mounted goals and two portable goals that are identical to the goals used in Bud Walton Arena.



The men's and women's basketball teams will each have customized locker rooms inside the Basketball Performance Center.

## MAKE AN ASSIST

The Never Yield Fundraising Campaign is focused on providing support for three key projects in the Razorback Athletics Facilities Master Plan – the Fowler Family Baseball and Track Training Center, the Basketball Performance Center and the Student-Athlete Success Center. All three projects are vital to the growth of the program and the future development of Razorback student-athletes and were initiated even as support is still being raised.

Razorback Foundation members can still play a pivotal role. For more information on how you can support these three projects and invest in the future success of Razorback student-athletes, contact the Razorback Foundation at (479) 443-9000 or e-mail [gohogs@razorbackfoundation.com](mailto:gohogs@razorbackfoundation.com).



# STUDENT-ATHLETE SUCCESS CENTER

**THE STUDENT-ATHLETE SUCCESS CENTER** is designed to address the academic, nutritional, personal and professional development of more than 460 student-athletes, creating an integrated academic support program focused on the graduation of all student-athletes at the University of Arkansas.

At the groundbreaking ceremony in March, Vice Chancellor and Director of Athletics Jeff Long noted that of all the new facilities completed or are currently under construction as part of the Master Facilities Plan, the Student-Athlete Success Center is special because it will serve every Razorback student-athlete and impact them throughout their lives.

The Student-Athlete Success Center will become the new home of the Bogle Academic Center and will accommodate multiple learning environments including academic advising and course preparation, leadership training through the Razorback Leadership Academy, career planning and service learning. Additional elements are tutorial rooms, group study rooms, quiet study areas, multiple computer labs, and learning laboratories focused on mathematics, sciences and language skills. Within the facility, student-athletes will be able to access academic counselors, a sports psychologist, dietitians and student-athlete development staff. Programming also has a dining hall with full-service kitchen as an integral component of the building.

The \$23 million Student-Athlete Success Center is scheduled to be completed in the summer of 2015.

- Located just north of Bud Walton Arena and adjacent to John McDonnell Field
- 30+ tutor rooms
- 5,000 square feet (SF) of open study / lounge space
- 3,800 SF of Computer and Group Lab Space
- 125+ seat auditorium
- 90+ seat multi-purpose room
- Nutrition Center with full-service kitchen and seating for 250+ people
- Wellness wing for sports psychologist and dietitians
- Areas specific to Student Athlete Development and Accelerated Learning

**Design Team:** WD&D (Fayetteville/Little Rock) and Heery International (Atlanta, GA)

**General Contractor:** VCC (Fayetteville/Little Rock)



The Student-Athlete Success Center will provide a centralized home for the academic, personal and professional development of Razorback student-athletes.



Associate Athletic Director for Student-Athlete Services Eric Wood takes a moment at the Student-Athlete Success Center groundbreaking ceremony to thank Marilyn Bogle for her family's longtime support of academic initiatives at the University of Arkansas. Thanks in large part to the Boggles' generosity, the Student-Athlete Success Center is underway and will soon be the new home for the Bob and Marilyn Bogle Academic Center.



Conveniently located in the heart of the University of Arkansas' athletic facilities, the Student-Athlete Success Center will sit adjacent to John McDonnell Field and just north of Bud Walton Arena.



Razorback student-athletes will be able to take advantage of the more than 55,000 square feet in the Student-Athlete Success Center including study spaces, computer labs, tutor rooms and a dining hall.



Construction continues on the Student-Athlete Success Center after ground was broken on March 8, 2014. The facility is targeted for completion in the Summer of 2015.

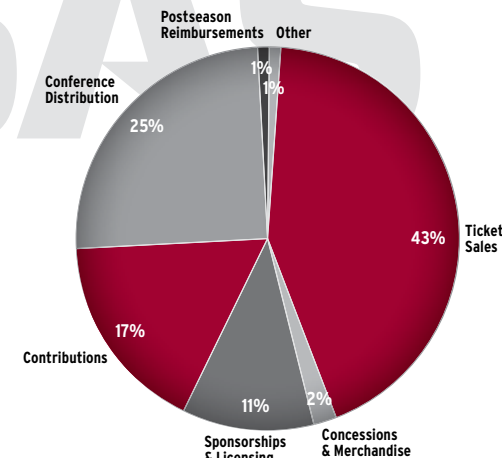


# FINANCIAL REPORT

## WHAT'S NEXT? A LOOK AHEAD...

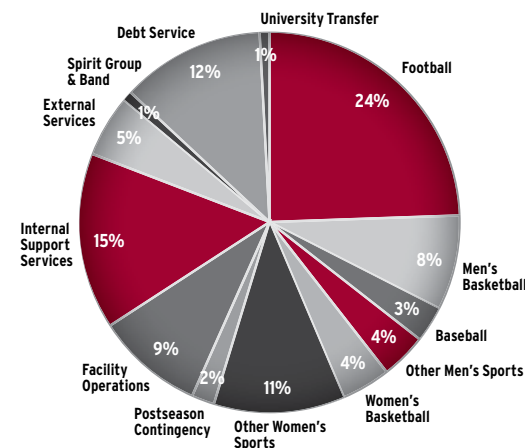
Thanks to the support of Razorback Foundation members and the strategic financial planning of the Razorback Athletics Department, investments are being made in a number of other important projects for the future growth of the program and the development of student-athletes. These targeted investments are helping prepare Razorback Athletics for some exciting changes coming to the Southeastern Conference and major Division I Athletics.

- A new state-of-the-art production and broadcast control room will be completed in the summer of 2014. The \$7M investment will enable the department to produce high-quality video content that will be available to fans within competition venues and also be aired on the SEC Network, providing Razorback Athletics and the University of Arkansas with unprecedented exposure.
- The athletics program's official website, ArkansasRazorbacks.com, has been revamped and will be launched in August. This multi-year investment of more than a half a million dollars will provide Razorback fans with improved access to information, statistics, photos and enhanced video content of all Razorback teams.
- Recent changes to NCAA legislation will allow college athletics programs to provide student-athletes with greater access to meals and nutritional supplements further enabling student-athletes to compete at a high level. Razorback Athletics recently broke ground on a Student-Athlete Success Center that will include a dining hall that will support all student-athletes.
- An additional courtside student section was added to Bud Walton Arena last season and a new student club section at Donald W. Reynolds Razorback Stadium will be added this fall to enhance the game day experience for University of Arkansas students.
- A master plan has been completed for video and sound upgrades in each of the athletics venues. In addition to the \$5M video board installed in Donald W. Reynolds Razorback Stadium, another \$5M is being planned next year for upgrades at Bud Walton Arena, Baum Stadium and Razorback Field (soccer). These upgrades will greatly enhance fan experience at each of these venues and will be completed as funding becomes available.



## ATHLETICS DEPARTMENT 2013-14 REVENUE BUDGET

Ticket Sales	\$34,945,000
Concessions & Merchandise	\$1,800,000
Sponsorships & Licensing	\$9,439,000
Contributions from Razorback Foundation	\$13,866,500
Conference Distribution	\$20,500,000
Postseason Reimbursements	\$500,000
Other	\$1,125,000
<b>Total</b>	<b>\$82,175,500</b>



## ATHLETICS DEPARTMENT 2013-14 EXPENSE BUDGET

Football	\$20,084,558
Men's Basketball	\$6,305,969
Baseball	\$2,266,934
Other Men's Sports	\$3,236,632
Women's Basketball	\$3,046,880
Other Women's Sports	\$9,017,322
Postseason Contingency	\$1,400,000
Facility Operations	\$7,689,871
Internal Support Services	\$12,604,846
External Services	\$4,266,500
Spirit Group & Band	\$1,167,105
Debt Service	\$10,088,883
University Transfer	\$1,000,000
<b>Total</b>	<b>\$82,175,500</b>



Arkansas remains among the top Collegiate Licensing Company (CLC) schools in the nation. With \$3.5M in projected licensing revenue for 2013-14, Arkansas will finish among the nation's top 15 CLC schools.

# RAZORBACK FOUNDATION

**THANKS TO THE GENEROSITY** of its members, the Razorback Foundation has experienced tremendous growth over the past several years. In fact, in 2013-14, the Razorback Foundation exceeded \$20 million in Annual Fund donations for the third-consecutive year. The contributions from each Foundation member demonstrates a commitment to excellence and helps provide the best possible resources to Razorback student-athletes. The continued support of Razorback Foundation members enables the Razorbacks to continually compete and win in the Southeastern Conference and on a national level.

In addition to Annual Fund support, Razorback Foundation members have provided gifts designated for facility

construction including several new facilities from the Razorback Athletics Facilities Master Plan. By virtue of that support, the Razorback Foundation has transferred approximately \$28.9 million in the past three years to help pay for construction of numerous projects including the Fred W.

Smith Football Center and three facilities included in the Never Yield Fundraising Campaign: the Fowler Family Baseball and Track Training Center, the Basketball Performance Center and the Student-Athlete Success Center.

To find out more information on the Razorback Foundation or to receive details on how you can become involved in the Never Yield Fundraising Campaign visit [RazorbackFoundation.com](http://RazorbackFoundation.com).



The Razorback Foundation continues to expand its outreach to University of Arkansas students through the collegiate membership program. More than 2,000 students were enrolled in the program last year and earned a host of benefits like early entry into the Arkansas-South Carolina football game. In addition, the Foundation has launched a Young Alumni program to engage recent UA graduates by offering them exclusive ticket opportunities.

Razorback Foundation Associate Director Marvin Caston presents defensive end Chris Smith with a plaque honoring him for winning the Crip Hall Award, an award that goes to the most outstanding Razorback senior in the Homecoming football game.



## BY THE NUMBERS

(SINCE JULY 1, 2013)

**40**

Razorback Club Events

**1,565**

Razorback Foundation members who increased their giving

**5,000**

Football ticket seat selection appointment times requested

**15,000**

Points of contact made by Foundation staff (phone, e-mails, face-to-face, letters etc.)

**18,000**

Followers and likes on Twitter (@RazorFoundation) and Facebook (razorbackfoundation)

**41,000**

Total miles traveled by Foundation staff in support of Razorback Athletics

**3,446,788**

Total Priority Points accumulated by all current members

**\$20,000,000+**

Annual Fund dollars contributed by Foundation members for the third consecutive year



Last January, the Razorback Foundation introduced the Razorback Priority Points Program. The program utilizes an interactive system designed to allocate tickets, parking and other benefits by awarding points to Foundation members for Annual Fund, capital, endowments and other gifts along with consecutive years of giving while also recognizing the contributions of all former Razorback student-athletes.

The Foundation recently completed its 2014 football seating selection process utilizing a new online tool to allow Foundation members and season ticket holders the opportunity to personally select their seats online and give them the ability to see interactive views from locations within Donald W. Reynolds Razorback Stadium in Fayetteville and War Memorial Stadium in Little Rock.





# RAZORBACKS AND NIKE

**THE UNIVERSITY OF ARKANSAS** Department of Intercollegiate Athletics, in partnership with Nike, recently introduced a new brand and identity system that sets the visual direction for Razorback Athletics for years to come and provides a contemporary look at one of the most recognizable and unique brands in all of intercollegiate athletics.

Arkansas and Nike collaborated on a nearly two-year brand evolution program to enhance and modernize the celebrated marks of the University, honoring the pride and rich tradition of academics and athletics, and the key attributes of the Arkansas brand.

Equity has been built in the Razorback logo since its inception in 1910 when University of Arkansas students voted to change the official mascot from the Cardinal to the Razorback. While the primary Hog logo

will remain unchanged, the secondary logo and typography will receive some refined updates consistent with Razorback Athletics attributes – *Passion, Relentless, Victory, Integrity, Unity and Courage.*



To complement the primary mark, a forward-facing Razorback has been designed to use as a secondary mark for the entire Razorback program. The logo serves as a contemporary representation of the Razorbacks' straightforward style of play. Through these brand identity updates, the University of Arkansas creates separation and distinction in the marketplace while respecting the past and representing the future.

As part of the program, beginning in 2014-15, all 19 of Arkansas' intercollegiate sports teams will showcase consistent colors, logos, lettering and numerals.



Arkansas recently extended its all sports partnership with Nike, the world's premier athletics provider through 2023. All 19 Razorback sports have been outfitted by Nike since 2010.



Razorback student-athletes representing various sport programs lead the crowd in Calling the Hogs after the Nike uniform unveiling at the 2014 Hogspy Awards.

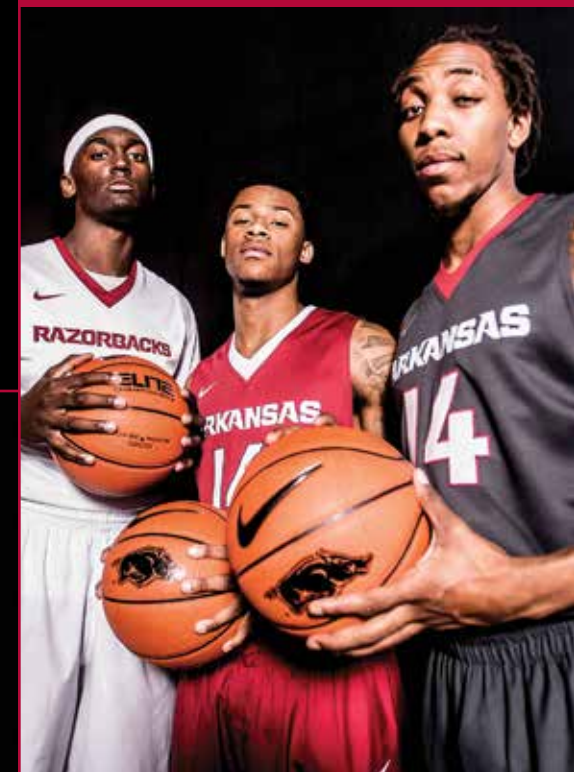


Todd Van Horne, Nike VP and Creative Director for Nike Football and Baseball, took the stage at the 2014 Hogspy Awards to describe the design approach and technology behind the Razorbacks' new look.

# RAZORBACKS

Arkansas' primary cardinal football jerseys featuring the forward-facing Hog on the neckline.

Cardinal and White continue to serve as the primary colors for the Razorbacks. Cardinal has been Arkansas's primary color since the students took it to a vote in 1895. Student-Athletes Sam Wolf (soccer) and Jonathan Williams (football) show how Cardinal and White are still at the center of the Razorbacks' look.



Bobby Portis, Anthlon Bell and Michael Qualls model the new Nike men's basketball uniforms.

To assist in creating a consistent look for a wide variety of applications, a custom numeral set and custom wordmarks for "Arkansas" and "Razorbacks" were designed to enhance the overall brand and create consistency across multiple sports.



ON YOUR TOES, RAZORBACKS,  
TO THE FINISH, CARRY ON  
WITH ALL YOUR MIGHT! FOR  
IT'S A-A-A-R-K-A-N-S-A-S  
FOR ARKANSAS! FIGHT! FIGHT!  
**FI-I-I-GHT!**

**ARKANSASRAZORBACKS.COM**